



**HOLOGENIX, CREATORS OF CELLIANT, AND KELHEIM FIBRES,
THE WORLD'S LEADING MANUFACTURER OF VISCOSE SPECIALTY FIBERS,
LAUNCH CELLIANT VISCOSE**

**» First In-Fiber Infrared Sustainable Solution on the Market
Offers Wearability, Longevity, Unique Applications and Affordability »**

MUNICH, Feb. 1, 2021 — Hologenix, creators of Celliant®, infrared responsive technology, and Kelheim Fibres, the world-leading manufacturer of viscose specialty fibers, have partnered to launch Celliant Viscose at ISPO Munich 2021. Celliant Viscose is a finalist in Best Products by ISPO and will be showcased in the Fibers & Insulations Category for ISPO Textrends, where realistic views and 3-D simulations will be available for each material. On Wednesday, February 3 from 1:00 to 2:00 pm CET, Courtney O'Keefe, Hologenix Chief Supply Chain Officer, will be conducting a Masterclass on the Celliant Viscose innovation as part of the show.



The introduction of nature-based Celliant Viscose will be the first in-fiber infrared sustainable solution on the market and meets a consumer demand for more environmentally friendly textiles. An alternative to synthetic fibers and extremely versatile, Celliant Viscose blends beautifully with cotton, micromodal, lyocell, wool varieties including cashmere. It also has many applications across industries as it is ideal for performance wear, luxury loungewear, casual wear and bedding.

Celliant Viscose features natural, ethically sourced minerals embedded into plant-based fibers to create infrared products that capture and convert body heat into infrared, increasing local circulation and improved cellular oxygenation. This results in stronger performance, faster recovery and better sleep.

“We are confident the exciting introduction of Celliant Viscose will resonate strongly with brands as well as the end consumer,” said Seth Casden, Hologenix Co-Founder and CEO. “It is a sustainable infrared solution that can be integrated into everything from cotton to luxury wools and cashmere and offers myriad applications.”

Celliant Viscose provides all the benefits of being a viscose fiber — lightweight, soft, highly breathable, excellent moisture management — as well as fiber enhancements from Celliant infrared technology. Celliant’s proprietary blend of natural minerals allows textiles to capture and convert body heat into full-spectrum infrared energy, resulting in stronger performance, faster recovery and better sleep. In addition, Celliant is durable and will not wash out, lasting the useful life of the product it powers.

“Sustainable products for a healthy lifestyle and wellbeing — that’s what both Hologenix and Kelheim Fibres stand for. This shared vision of the future is the sound basis for our seamless cooperation,” said Dr. Marina Crnoja-Cosic, Head of New Business Development and Member of the Board at Kelheim Fibres. “Combining our technological expertise and our innovative spirit, we have opened the way for an entirely new range of possible applications.”

An Affordable, Long-lasting Solution with Diverse Applications

As opposed to other IR viscose products which are coatings based, Celliant Viscose’s in-fiber solution increases wearability and longevity with a soft feel, durability from washing and longer life. The combination of Kelheim’s distinctive technology and the Celliant additives creates this unique fiber that provides full functionality without the need for any additional processing step — a new standard in the field of sustainable IR viscose fibers. This single processing also makes Celliant Viscose more cost-effective and time-efficient than coatings.

In addition, Kelheim’s flexible technology allows targeted interventions in the viscose fiber process. By modifying the fiber’s dimensions or cross sections or by incorporating additives into the fiber matrix, Kelheim can precisely define the fiber’s properties according to the specific needs of the end product.

Highly Sustainable

Celliant Viscose is a plant and mineral-based solution for brands seeking an alternative to synthetic fibers. It contains natural raw materials that are from the earth and can return safely to the earth.

Nature-based Celliant Viscose is certified by FSC® or PEFC™, which guarantees the origin in sustainably managed plantations. In addition, Kelheim Fibres was awarded a green shirt in Canopy’s 2020 Hot Button Ranking. This indicates a leadership role in raw material sourcing. The production of Celliant Viscose takes place exclusively at the Kelheim facilities in Germany, complying with the country’s strict environmental laws and guaranteeing an overall eco-friendly product.

Backed by Science

Celliant is rigorously tested by a Science Advisory Board composed of experts in the fields of physics, biology, chemistry and medicine. The Science Advisory Board has overseen 10 clinical, technical and physical trials, and seven published studies that demonstrate Celliant’s effectiveness and the benefits of infrared energy.

To learn more about Celliant Viscose, visit: <https://celliant.com/celliant-viscose/>

Link to high-res. logos/image: <http://bit.ly/3s7WzJJ>

About Hologenix

Hologenix, headquartered in Pacific Palisades, California, is a materials science innovation company producing products that energize all aspects of life. Its flagship product, Celliant, is an infrared responsive textile that provides a myriad of wellness benefits and is an ingredient in world-class brands across multiple industries. www.celliant.com

About Kelheim Fibres

Based in Kelheim, Germany, Kelheim Fibres GmbH is the world's leading manufacturer of viscose specialty fibres. Innovative products, flexible technologies and an exceptional focus on sustainability form the foundation of the company's success. Its specialty fibers are used in diverse applications from fashion, hygiene and medical products to nonwovens and specialty papers. All its fibers are made from 100% wood pulp from PEFC™ or FSC® certified sources. They are fully biodegradable and offer an environmentally sound alternative to petroleum-based materials in a broad range of different end products — while maintaining or even enhancing the functional performance of the product. The production takes place exclusively in Germany and complies with strict German environmental legislation. Kelheim Fibres' closed-loop philosophy and the energy-efficient way it operates its plants help to save valuable resources. Kelheim Fibres is the first viscose manufacturer worldwide with an EMAS-validated environmental management system. www.kelheim-fibres.com.

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